

2021 YTD Q1-Q3 Recap



HIGHLIGHTS Q2-Q3 2021

Highlights from Q2-Q3 2021:

- **Women of Joy- Phil Waldrep Ministries:** 3,100 attendees over 3 days
- **Arkansas Assemblies of God:** 3 days, 600 people
- **All Out Championships Cheer and Dance:** Exceeded attendance numbers compared to past years.
- **Arkansas Nurse Anesthetist:** 10,000+ in attendance, most successful tournament in recent history.
- **MO State Trooper's Convention:** 4 days, 700 attendees
- **MO Chamber of Commerce Convention:** 4 days, 1,000 attendees
- **American Cornhole Organization Midwest Major Tournament:** 4,000 attendees over 3 days
- **Attended as a TEAM:** 3 tradeshow with partners: Branson Chamber/CVB, Hilton and BCC



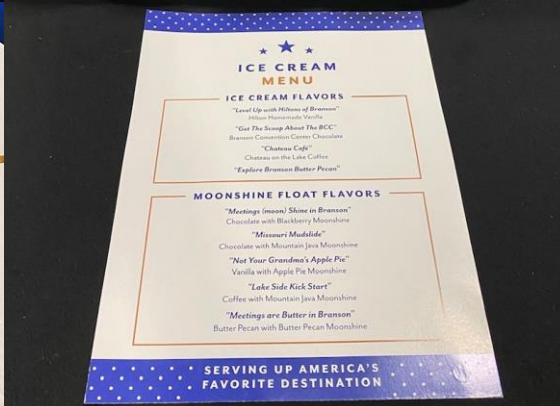
167 Event Days

28,478 attendees



HIGHLIGHTS Q2-Q3 2021

Attended as a TEAM: Tradeshows with partners: [Branson Chamber/CVB](#), [Hilton](#), [Branson Landing](#) and [BCC](#)





LOWLIGHTS YTD Q1-Q3 2021

Branson Convention Center Cancelled Events for Q1-Q3

Start Date	End Date	Event Days	Event / Organization	Attendance	Status	Estimated Revenue
Saturday, January 23, 2021	Saturday, January 23, 2021	1	Branco Enterprises	200	Cancelled	\$7,000.00
Thursday, February 11, 2021	Saturday, February 13, 2021	3	Branson Chamber / CVB - Black Tie Gala	700	Rescheduled	\$19,800.00
Friday, February 19, 2021	Monday, February 22, 2021	4	WSA Cheer	1500	Cancelled	\$30,000.00
Friday, February 26, 2021	Sunday, February 28, 2021	3	American Cheer Power	1500	Cancelled	\$19,000.00
Wednesday, March 3, 2021	Friday, March 5, 2021	3	Missouri State Public Defenders	400	Cancelled	\$24,000.00
Monday, March 8, 2021	Thursday, March 11, 2021	4	Missouri Rural Water Association	450	Cancelled	\$46,860.00
Monday, March 22, 2021	Sunday, March 28, 2021	7	AQS Quiltweek	1000	Cancelled	\$28,000.00
Wednesday, March 24, 2021	Friday, March 26, 2021	3	Missouri Drug Courts Association	500	Cancelled	\$40,000.00
Monday, March 29, 2021	Wednesday, March 31, 2021	3	Poultry Federation - Food Safety Conference	300	Cancelled	\$24,000.00
Tuesday, March 30, 2021	Wednesday, March 31, 2021	2	Arkansas Asphalt Association	100	Cancelled	\$6,455.00
Wednesday, March 31, 2021	Friday, April 2, 2021	3	Harps Food	35	Cancelled	\$7,904.00
Wednesday, April 14, 2021	Friday, April 16, 2021	3	Region 8 Accounting	80	Cancelled	\$7,500.00
Monday, April 19, 2021	Friday, April 23, 2021	5	Missouri Association of Treatment Court Professionals	500	Cancelled	\$60,000.00
Tuesday, April 27, 2021	Friday, April 30, 2021	4	Missouri Association of Workforce Development	400	Cancelled	\$40,000.00
Sunday, May 23, 2021	Tuesday, May 25, 2021	3	Independent Living Summit	200	Cancelled	\$13,000.00
Tuesday, May 25, 2021	Friday, May 28, 2021	4	GOCSD	700	Cancelled	\$21,200.00
Thursday, June 3, 2021	Sunday, June 6, 2021	3	Missouri Truck Driving	600	Cancelled	\$38,500.00
Monday, June 7, 2021	Thursday, June 10, 2021	3	Missouri Propane Gas Association	200	Cancelled	\$40,000.00
Saturday, June 12, 2021	Wednesday, June 16, 2021	3	Illinois Bankers Association	250	Cancelled	\$45,000.00
Tuesday, June 15, 2021	Sunday, June 20, 2021	7	Edward Jones - Reg TBD	164	Cancelled	\$20,000.00
Thursday, June 17, 2021	Sunday, June 20, 2021	4	Edward Jones - Reg 322	200	Cancelled	\$20,000.00
Tuesday, June 22, 2021	Sunday, June 27, 2021	7	Edward Jones - Reg 126	164	Cancelled	\$20,000.00
Thursday, June 24, 2021	Sunday, June 27, 2021	4	Edward Jones - Reg 36	200	Cancelled	\$20,000.00
Sunday, June 20, 2021	Wednesday, June 23, 2021	4	Associated Electrical Cooperative	1000	Cancelled	\$100,000.00
Thursday, September 30, 2021	Thursday, September 30, 2021	1	Mercy Health Foundation	250	Cancelled	\$4,000.00
Monday, July 26, 2021	Thursday, July 29, 2021	4	Missouri Propane Gas Association	200	Cancelled	\$49,500.00
Wednesday, August 11, 2021	Saturday, August 14, 2021	4	Illinois Bankers Association	250	Cancelled	\$48,450.00
Wednesday, September 22, 2021	Friday, September 24, 2021	3	Missouri Coalition for Community Behavioral Healthcare	700	Cancelled	\$76,100.00
Saturday September 25, 2021	Saturday, September 25, 2021	1	Kuvera Partners	250	Lost	\$20,500.00
Saturday September 25, 2021	Saturday, September 25, 2021	1	Bolden / Robinson Wedding	250	Cancelled	\$12,500.00
Friday September 10, 2021	Sunday, September 12, 2021	3	Show Me Shake Up Car Show	500	Cancelled	\$18,750.00
Sunday, September 26, 2021	Wednesday, September 29, 2021	4	Arkansas Realtors Association	300	Cancelled	\$77,120.00

YTD Q1-Q3 Covid Cancellation Impacts



-111 Event Days

-14,043 Attendees

-\$1,005,139 Estimated Revenue



Recap (Perf vs Gov): Q1-Q3 Actual YTD 2021 vs. Budget

Governmental Accounting

	2021 Actual YTD Q1-Q3 Total	2021 Budgeted YTD Q1-Q3 Total	2020 Actuals YTD Q1-Q3 Total
Adjusted Gross Income	\$2,114,672	\$2,452,463	\$903,313
Total Indirect Expenses	\$2,419,128	\$2,510,095	\$2,089,108
Net Income (Loss) from Operations	(\$336,469)	(\$57,629)	(\$1,185,795)

Performance Accounting

	2021 Actual YTD Q1-Q3 Total	2021 Budgeted YTD Q1-Q3 Total	2020 Actuals YTD Q1-Q3 Total
Adjusted Gross Income	\$2,114,672	\$2,452,463	\$903,313
Total Indirect Expenses	\$2,082,295	\$2,510,095	\$2,089,108
Net Income (Loss) from Operations	\$32,377	(\$57,629)	(\$1,185,795)

HIGHLIGHTS

Gov Accounting

Net Income/Loss Actual vs Budget
(\$278,840)

Performance Accounting

Net Income/Loss Actual vs Budget
+\$74,748

Note:

- Governmental Accounting- Marketing Fund dollars utilized to incentivize and underwrite bookings are calculated as an expense and revenue
- Performance Accounting- Marketing Fund dollars utilized to incentivize and underwrite bookings are calculated as an revenue only due to no true hard cost expense associated with the expenditure

Recap Specific Expense Reductions: Q1-Q3 Actual YTD 2021 vs. Budget



Reductions Only

INDIRECT EXPENSES MITIGATED

Net Salaries and Benefits

(\$1,120,319) (\$1,737,814) —————→ **\$617,495 Difference**

Insurance

(\$93,867) (\$106,425)

Contracted Services

(\$27,296) (\$56,525)

Operations

(\$71,538) (\$86,070)

Repairs & Maintenance

(\$62,472) (\$65,261)

Operational Supplies

(\$28,345) (\$35,856)

Utilities

(\$356,187) (\$455,745) —————→ **\$99,558 Difference**

Total Indirect Expenses Mitigated

(\$1,760,024) (\$2,543,696)



HIGHLIGHTS

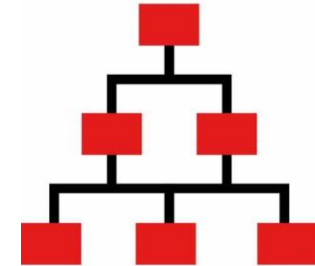
Reduced Specific Expenses by

(\$783,672) *Reductions Only*

Ongoing Initiatives to Mitigate Current Business Environment

Reduce Expenses

- **Reorganize** operating staff structure
- Continue **furloughs** and salary **reductions**
- Utilities **Audit** and **Controls**
- Vendor Agreements **audit** and **renegotiation**
- Critical **needs** (not wants)

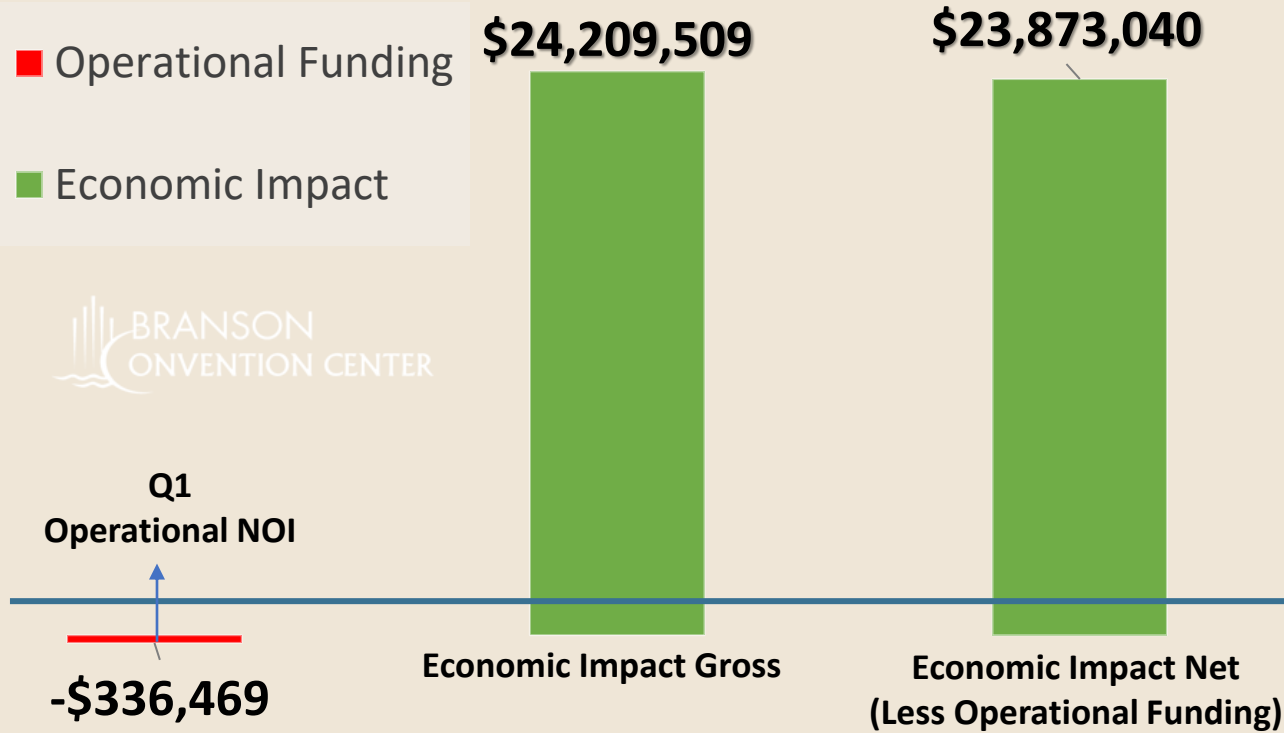


Increase Revenues

- Create client safety **confidence** within operations to reduce cancellations: **ASM Global VenueShield** Program
- Utilize **Marketing Fund** to actively (not passively), directly gain business
- Created an **“Alliance”** team sales approach consisting of Chamber/CVB, Branson Convention Center and Hilton Sales Teams
- **Team Sales Blitz** : Goal is to prospect 3,000 contacts (lost business, date conflict, out of rotation, other). Chamber/CVB, BCC, Hilton
- **Sponsorships and Advertising** opportunities within the venue



YTD Q1-Q3 2021 Operating Deficit vs. Economic Impact Generated



Key Results		
Business Sales (Direct):	\$	24,209,509
Business Sales (Total):	\$	35,021,453
Jobs Supported (Direct):		7,951
Jobs Supported (Total):		8,892
Local Taxes (Total):	\$	1,606,497
Net Direct Tax ROI:	\$	1,385,937
Estimated Room Demand:		64,458

7,095%
Return on Investment

Branson
MISSOURI

ACTUALIZED BUSINESS YTD Q1-3 2021
ESTIMATED ECONOMIC IMPACT

BRANSON CONVENTION CENTER

64,458
ESTIMATED ROOM NIGHTS BOOKED

\$24,209,509
ESTIMATED ECONOMIC IMPACT

8,892
ESTIMATED JOBS SUPPORTED

Branson Chamber/CVB utilizing DMI Industry Calculations
Estimated Economic Impact and Jobs Supported for future business derived from the Destination International (DI) impact calculator.

Branson Convention Center Economic Impact Detail

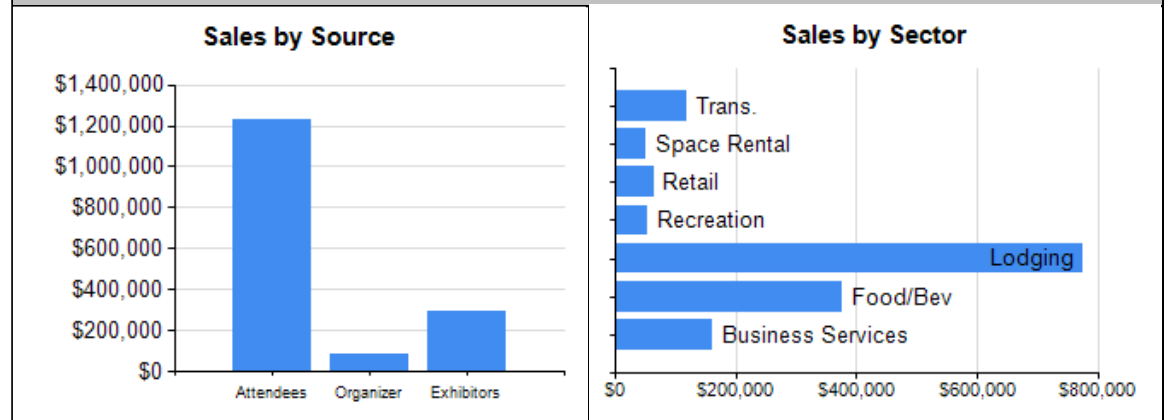
Example

Event Impact Summary

Destination: Branson Lakes Area Convention & Visitors Bureau

Event Parameters		Key Results	
Event Name:	Phil Waldrep Ministries - Women's Conference	Business Sales (Direct):	\$1,605,323
Organization:		Business Sales (Total):	\$2,311,092
Event Type:	Convention	Jobs Supported (Direct):	494
Start Date:	9/30/2021	Jobs Supported (Total):	580
End Date:	10/3/2021	Local Taxes (Total):	\$106,354
Overnight Attendees:	4000	Net Direct Tax ROI:	\$94,388
Day Attendees:	0	Estimated Room Demand:	4,264

Direct Business Sales



Industry	Attendees	Organizer	Exhibitor	Total
Lodging	\$763,214	\$13,635	\$0	\$776,850
Transportation	\$68,882	\$4,545	\$45,451	\$118,878
Food & Beverage	\$280,533	\$0	\$95,598	\$376,132
Retail	\$64,653	\$0	\$0	\$64,653
Recreation	\$55,202	\$0	\$0	\$55,202
Space Rental	\$0	\$25,200	\$26,362	\$51,562
Business Services	\$0	\$39,633	\$122,414	\$162,047
TOTAL	\$1,232,485	\$83,014	\$289,825	\$1,605,323

Methodology

- All numbers calculated are based upon information given from contracted groups at the BCC and are estimates calculated by the Branson Chamber/CVB utilizing DMI Industry Calculations
- Overnight Visitors are defined as- Number of visitors staying at least one night in paid accommodations
- Model uses attendees rather than hotel nights for accuracy as some attendees do not book within the group room block
- An overnight attendee staying multiple nights is counted as one attendee, as the model assumes a length of stay for all overnight attendees. This length of stay depends on the type of meeting and the length of the event. Overnight attendees will directly affect metrics like rooms booked and accommodation taxes
- Attendees staying either at home or in nonpaid accommodations are treated as day attendees

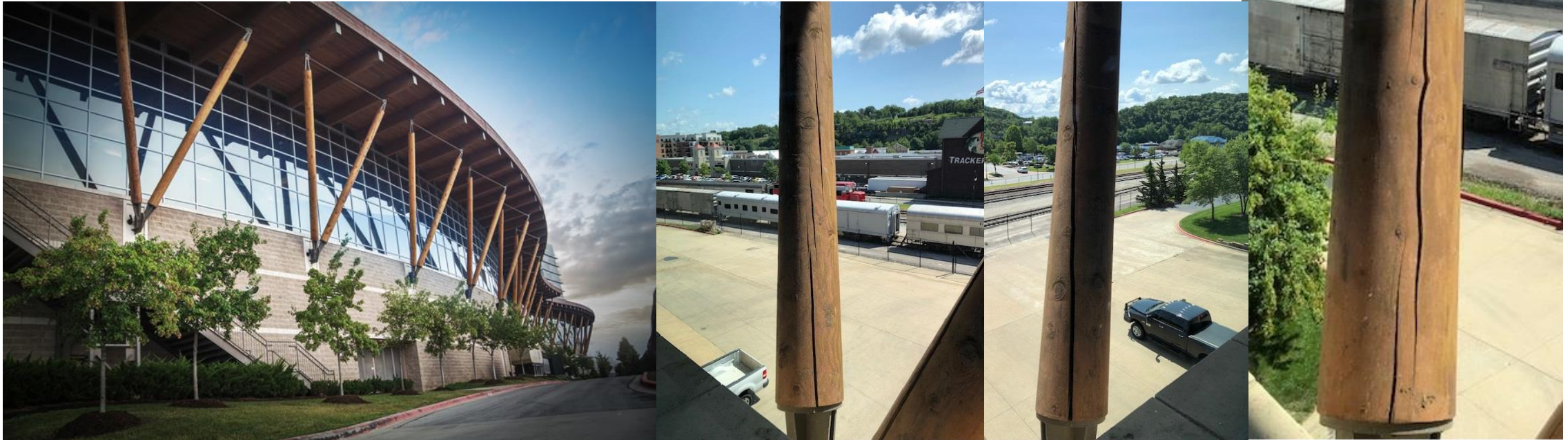
Branson Convention Center Capital Fund Expenditure Request

Challenge: Timbers on East side of BCC are experiencing deterioration and cracking. Further deterioration will result in roof failure.

Solution: Power wash windows, timber supports and stainseal with SRD Sickens Stain (one coat system) all exterior timbers, fascia, beams, posts, ceiling deck.

Benefit: Cease further cracking, deterioration and extend the life of BCC fascia timbers while saving future roof, structural repair.

Cost: \$63,234 low bid estimate for repair. (high bid \$146,799)



YTD Q1-Q3 2021 CUSTOMER SERVICE SURVEY SCORES

CUSTOMER SERVICE SCORES: (Q1-Q3 YTD)

The BCC continues to bring world class service to our clients

- Sales and Events Job Knowledge: **93%**
- Professionalism: **95%**
- Courtesy of building staff: **94%**
- Cleanliness of Facility **90%**
- Quality of Food and Beverage Services **94%**
- Overall Satisfaction **93%**
- Prior to hosting event **77%** and after event **92%**

Testimonial

Charles W. Herbster, CEO Conklin Companies; *“Best Convention Ever, from the placement of each chair, to the delicious meals, stunning desserts, and the patriotic visual gift that was Conklin’s VIP reception, your attention to details truly puts you in a league of your own.”*

Thank you for
supporting the
ASM Global Team

